

## ABSTRACT OF THE INVENTION

This invention comprises a user programmable scrolling display which includes a plastic case having a liquid crystal display on the exterior face thereof, control buttons by which one may create, edit, store and display a multiplicity of messages and a rear face including a steel pin arrangement to affix the display unit to clothing. The rear face also includes serial interface holes for coupling an interior mounted printed circuit board to a computer to provide a second method for programming messages. Alternatively, the invention may include a plastic clip affixed to a vertical surface by means of double sided tape, such clip supporting the steel pin. In another embodiment, the display unit comprises an elongated base and a display portion extending outwardly therefrom for insertion to an aperture in a foam board or cardboard unit. The display and control buttons are on the forward face or alternatively may be mounted on the elongated rear portion. In a further embodiment of the invention, a bracket may be mounted to the base of the display for connection to shelves in point of purchasing use.